

Listing of Claims:

This listing of claims will replace all prior versions and listing of claims in the Application:

1-13 (Cancelled)

14. (Currently Amended) A retaining device for retaining a placard in a placard holder comprising:

a. ~~A~~ a substantially planar member, wherein the substantially planar member forms an opening, and has an out-of-plane bend, and wherein the substantially planar member urges the placard against the placard holder, wherein a stiffening structure is attached to the substantially planar member, wherein an inner member is attached to the substantially planar member, and wherein the inner member and the stiffening structure are attached to the substantially planar member at a same proximate end.

15-17. (Cancelled)

18. (Currently Amended) The retaining device of ~~claim 17~~ claim 14, wherein,

a. the shape of the substantially planar member is selected from the group consisting of a substantially annular member, a substantially polygon member, a substantially shaped member, a substantially quadrilateral member, a substantially circular member, a substantially diamond member, a substantially pentagon member, a substantially hexagon member, a substantially heptagon member, a substantially octagon member, a substantially nonagon member, and a substantially dodecagon member;

b. the shape of the inner member is selected from the group consisting of a substantially annular inner member, a substantially polygon inner member, a substantially shaped inner member, a substantially quadrilateral inner member, a substantially circular inner member, a substantially diamond inner member, a substantially pentagon inner member, a substantially hexagon inner member, a substantially heptagon inner member, a substantially octagon inner member, a substantially nonagon inner member, and a substantially dodecagon inner member.

19. (Original) The retaining device of claim 18, wherein the material of the substantially planar member, inner member, and stiffening structure is independently selected from the group consisting of plastic, ultra-violet resistant plastic, steel, stainless steel, titanium, and aluminum.
20. (Original) The retaining device of claim 19, wherein the inner member and the stiffening structure are attached to the substantially planar member by independent means selected from the group consisting of welds, spot welds, molds, snaps, screws, nails, and adhesives.
21. (Original) The retaining device of claim 20, wherein the stiffening structure has a bend in its distal end that extends in a direction opposite to the direction that the out-of-plane bend of the substantially planar member extends.